

**CALIFORNIA APPRENTICESHIP COUNCIL**

455 Golden Gate Avenue, 10<sup>th</sup> Floor

San Francisco, CA 94102

Tel: (415) 703-4920

Fax: (415) 703-5477

[www.dir.ca.gov](http://www.dir.ca.gov)



ADDRESS REPLY TO:  
California Apprenticeship Council  
P. O. Box 420603  
San Francisco, CA 94142-0603

**CAC PUBLIC RELATIONS & PUBLICITY  
COMMITTEE MEETING**

**MINUTES**

Wednesday, January 23, 2008 4:00 p.m.

I. Call to Order/Roll Call

Chairperson Cedric Porter called the meeting to order at 4:00 p.m. Members present: Cedric porter, Anne Quick, Donna Bechthold, Les DenHerder.

A quorum was met.

II. Purpose and Focus of Committee

Chairman Porter opened the meeting with an open forum discussion on how the Public Relations Publicity Committee can better market Apprenticeship. There were many ideas brought forth, including collaborating with other state departments such as Cal Trans, their workforce initiatives and various school districts. The discussion also encompassed education teachers, counselors and parents on the virtues of apprenticeship as an alternative to college.

III. The committee was presented with two recommendations for the Apprenticeship Hall of Fame. The names of James Robert Crawford and David Wholley were both accepted as 2008 honorees to be inducted into the Apprenticeship Hall of Fame.

IV. The meeting concluded with more open discussion on ways to attract Apprentices. One suggestion was to have DAS staff look into what other departments are doing in support of Apprenticeship in search of any beneficial collaborative marketing efforts for CAC.

V. The committee agreed to reconvene at the July 2008 CAC meeting in San Diego.

VI. The meeting was adjourned at 4:55 p.m.

Respectfully submitted:

Cedric R. Porter, Public Relations and Publicity Chairman.